

# EXHIBIT 15

## Message

**From:** Stephanie Ruhle (BLOOMBERG/ NEWSROOM:) [sruhle2@bloomberg.net]  
**Sent:** 1/11/2016 8:21:13 AM  
**To:** Pelkey, Diane [/O=UNDERARMOUR/OU=First Administrative Group/cn=Recipients/cn=dpelkey]  
**Subject:** Re: get my tweet right

what will likely happen

markets reporters doing updates could hit UA today if the stock moves- so just arm the anchors (me, cramer in the 9am) with this good tidbit - im sure cramer will look for the positive note - so give it to him before mkt opens (i dunno who is on fox at that hour)

Stephanie Ruhle  
 Anchor/Managing Editor, BloombergTV  
 Editor-at-Large, Bloomberg News  
 731 Lexington Ave  
 New York, NY 10022  
 office: 212.617.0784  
 cell: 917.202.4342

From: dpelkey@underarmour.com At: Jan 11 2016 08:18:01  
 To: Stephanie Ruhle (BLOOMBERG/ NEWSROOM:)  
 Subject: Re: get my tweet right

Yes.. Just heard from our IR guy. Agree.. Will push positive messages out. Thanks!

> On Jan 11, 2016, at 8:15 AM, Stephanie Ruhle (BLOOMBERG/ NEWSROOM:) <sruhle2@bloomberg.net> wrote:

>

> perfect -- i'd make the rounds with this  
 > only bc healdine just crossed abt morgan stanley going  
 underweight UA -this content is perfect just in case anyone  
 decides to cover the Morgan stanleyt thing -- it combats any  
 risk of negativity

>

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> -----

> Stephanie Ruhle  
 > Anchor/Managing Editor, BloombergTV  
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> ----- Original Message -----

> From: dpelkey@underarmour.com  
 > To: Stephanie Ruhle (BLOOMBERG/ NEWSROOM:)  
 > At: Jan 11 2016 08:12:59

**Exhibit  
 0008**

>  
> Good morning.. Over 1.5 million downloads of UA Record. UA  
Record has been named the #1 Best New App by Apple!  
> Will connect with Kyle as well.  
> Thanks!  
> Diane  
>  
>  
>  
> Thanks,  
> Diane  
> On Jan 11, 2016, at 7:51 AM, Stephanie Ruhle (BLOOMBERG/  
NEWSROOM:) <[sruhle2@bloomberg.net](mailto:sruhle2@bloomberg.net)<mailto:[sruhle2@bloomberg.net](mailto:sruhle2@bloomberg.net)>>  
wrote:  
>  
> Di-  
> can you tell me any official ##s  
> how many record downloads etc... you gave me data on friday-  
but im guessing ##s are way up and more accolades  
>  
> its worth giving to Kyle Stock - i had him on two weeks ago  
and he was bulled up on KP  
> Stephanie Ruhle  
> Anchor/Managing Editor, BloombergTV  
> Editor-at-Large, Bloomberg News  
> 731 Lexington Ave  
> New York, NY 10022  
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> cell: 917.202.4342  
>  
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